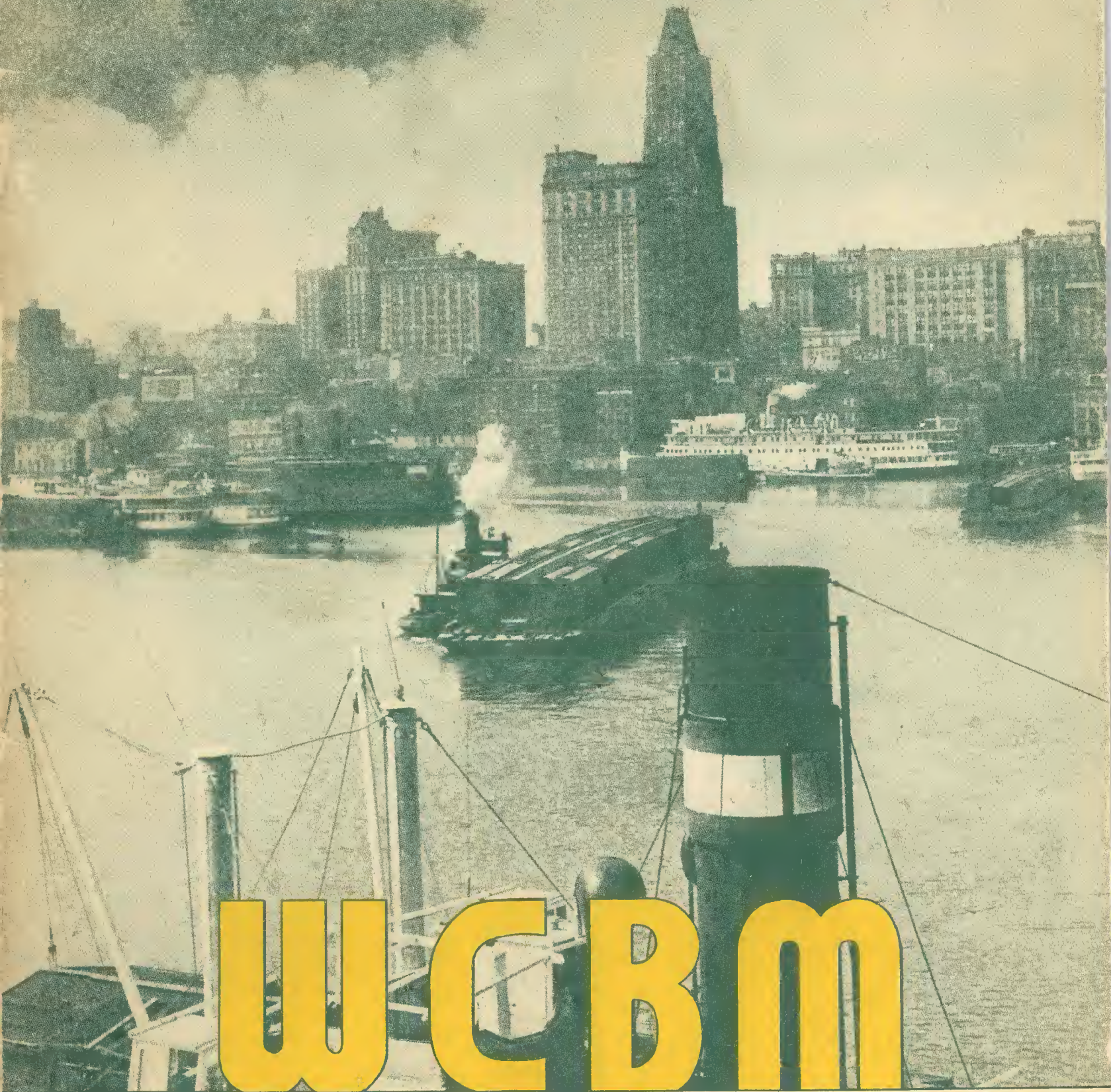


**"GOING FORWARD WITH RADIO"  
AS PRESENTED IN COOPERATION WITH:**



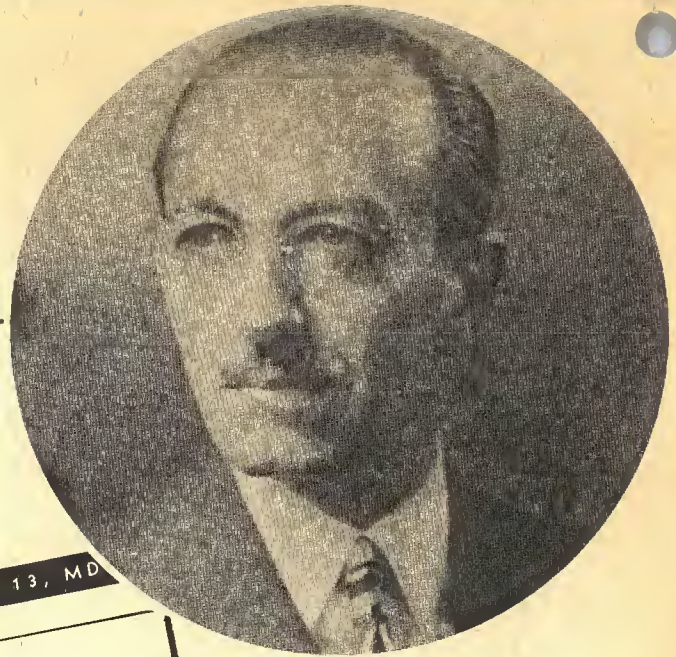
**WCBM**

**BALTIMORE'S LISTENING HABIT**





A Message from  
**JOHN ELMER**  
President of **WCBM**



**WCBM**

BALTIMORE BROADCASTING CORPORATION • BALTIMORE 13, MD  
BASIC STATION MUTUAL NETWORK

OFFICE OF THE PRESIDENT

Dear Friends:

As you sit by your radio, and listen to the unceasing wonder of it, do you sometimes try to picture what makes it all possible? Do you sometimes try to imagine the personalities whose voices have become a part of your life?

Sincerely we dedicate to our countless listeners this brochure which takes you "behind the scenes" at Station WCBM - - "Baltimore's listening habit". As you turn these pages, you will meet the personalities who strive continuously to bring you radio at its best - - our many programs dedicated to civic and community causes; the throbbing news of the day; heart-stirring drama; music for every mood; the excitement of sports; entertainment, information, novelty, all the matchless marvel of radio.

Station WCBM is proud of all its gifted and earnest co-workers - - and proud of its great allies at the Mutual Broadcasting System. Our service to the listening public - - and thus to the advertiser - - will be geared always to the highest ideals of radio.

We promise you an even greater WCBM; and shall strive to earn an ever greater right to be - - your listening habit.

Sincerely,

*John Elmer*

Compliments of:



# WELCOME TO WCBM!

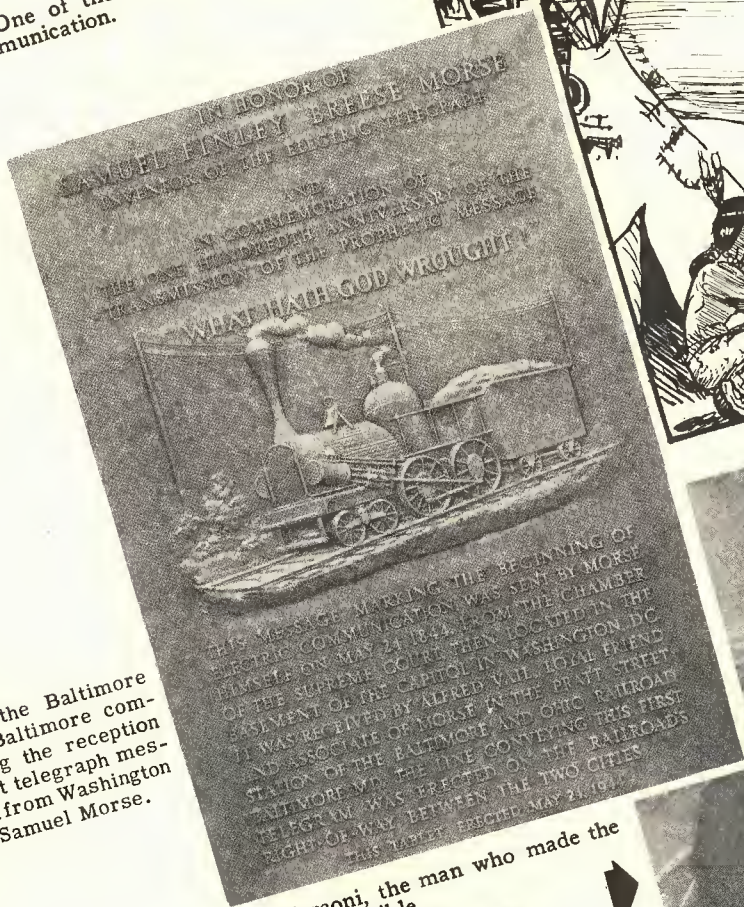
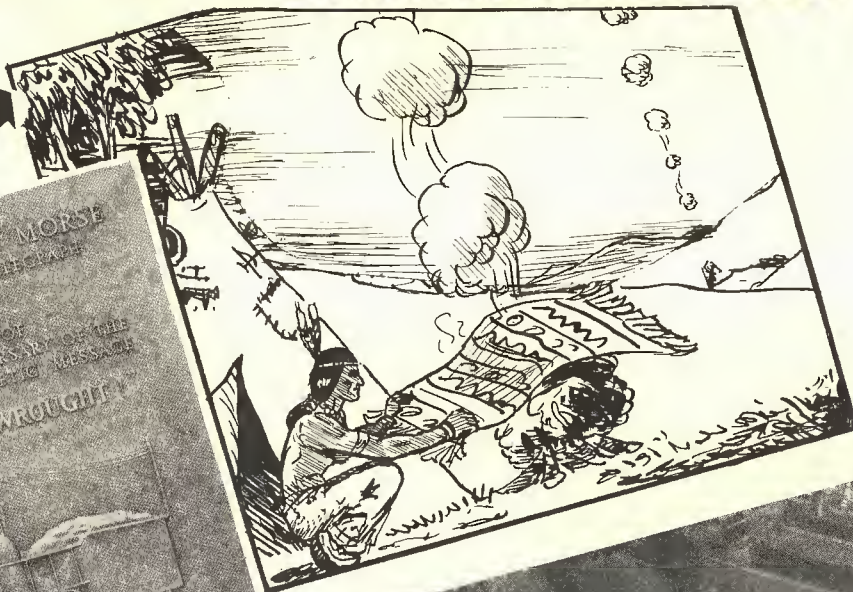


You are invited to enter WCBM's hospitable doorway and go with us on an informal tour of the studios and offices, with many a glimpse of your favorite radio personality at work on your favorite radio program. We hope your pictorial visit to WCBM will be a pleasant one!



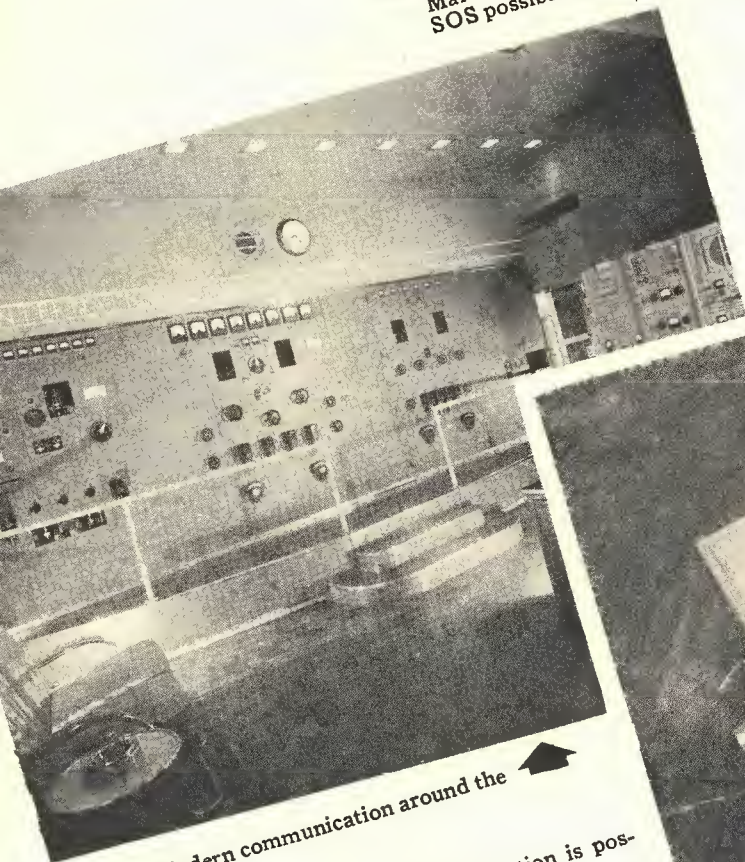
# "Transition in Communication"

One of the earliest forms of communication.



Plaque on the Baltimore & Ohio in Baltimore commemorating the reception of the first telegraph message, sent from Washington D. C. by Samuel Morse.

Marconi, the man who made the SOS possible.



Modern communication around the globe.

Now sight communication is possible with Television.

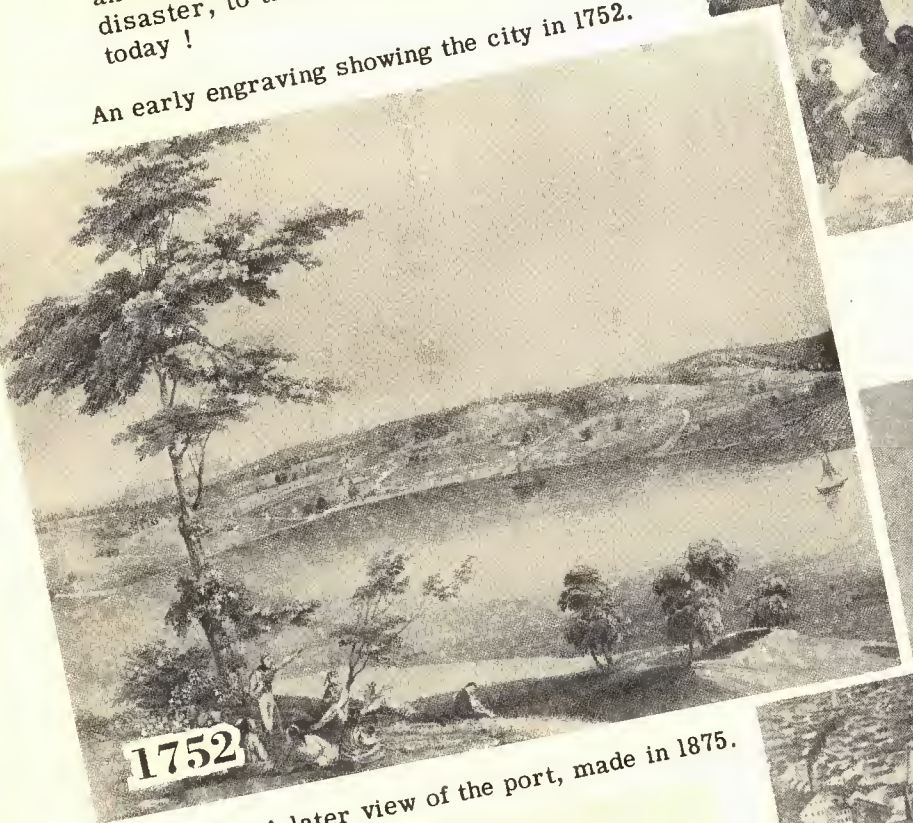




# Transition in Baltimore

On this page is depicted the growth of the city of Baltimore from its earliest colonial days, through its period of economic and commercial development and through times of stress and disaster, to the cosmopolis it is today !

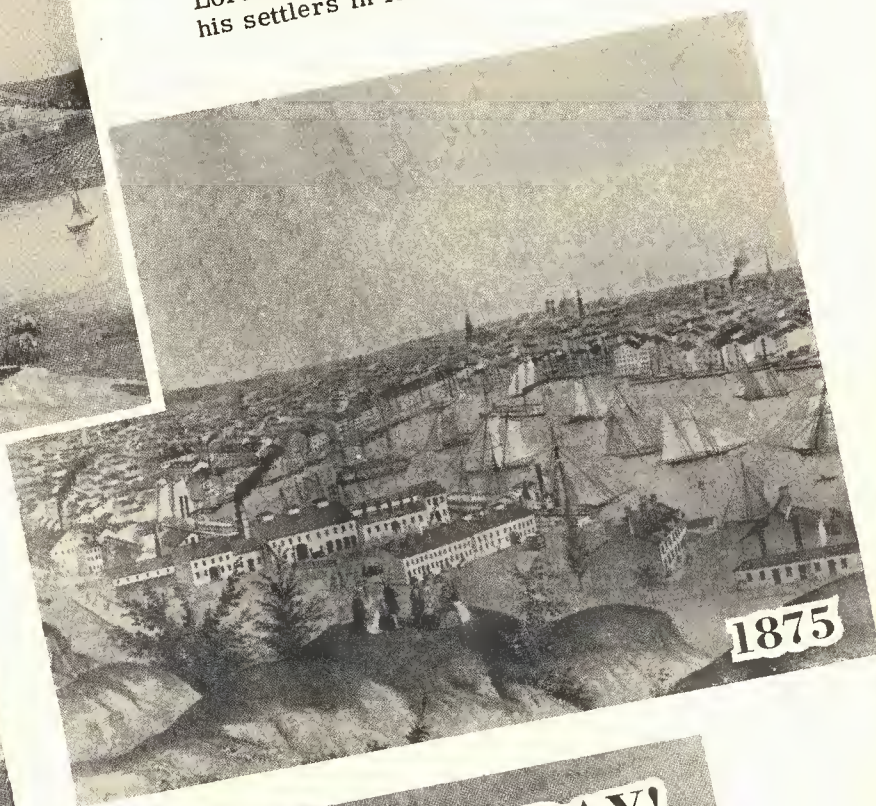
An early engraving showing the city in 1752.



A later view of the port, made in 1875.



Mural from the Court-House, depicting Lord Baltimore's Edict of Toleration to his settlers in 1649.



The city, after the disastrous fire of 1904.





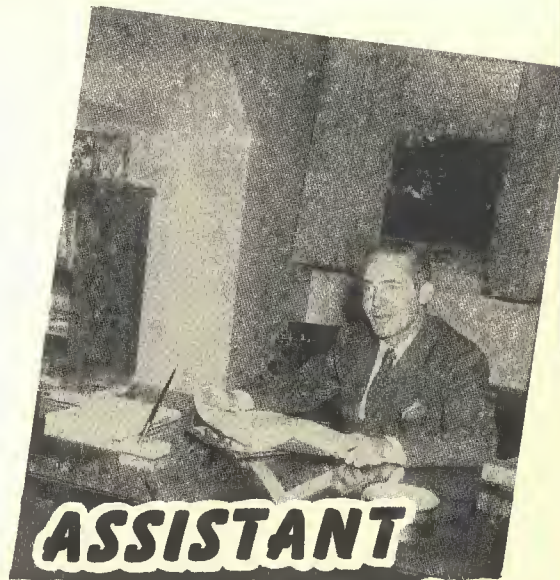
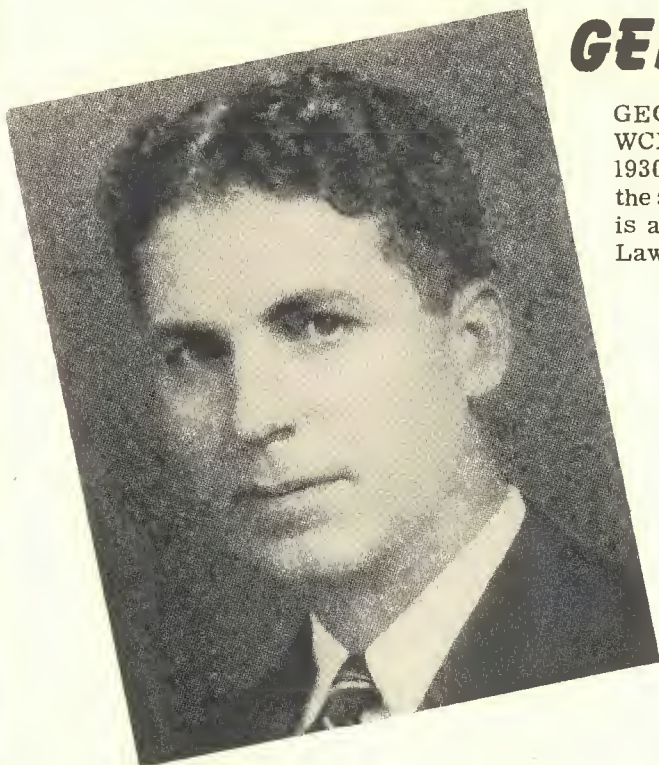
# WCBM EXECUTIVES AND STAFF

Meet the people who work, unseen, unheard and unsung, behind the scenes of your favorite station, without whose talents and efforts the services of WCBM would be impossible to achieve. At the head is JOHN ELMER (picture, inside front cover), president and head of commercial sales, a veteran in the field of radio and an expert in serving the public through the media of radio and journalism. Formerly associated with several Baltimore newspapers, MR. ELMER has headed

WCBM since 1930. Past president of the National Association of Broadcasters, he is active in many committees of that organization, is a member of the board of directors of Broadcast Music Inc. and of the Federal Radio Educational Committee. He is extremely active in civic and national affairs, and feels the obligation of radio to serve the public is an honor as well as a duty. He has four children and is a native of Baltimore.

## GENERAL MANAGER

GEORGE H. ROEDER, general manager of WCBM, has served in that capacity since 1930, before which time he was engaged in the advertising agency business. Mr. Roeder is a graduate of the University of Maryland Law School, class of '26.



## ASSISTANT GENERAL MANAGER

CHARLES A. ROEDER, is assistant general manager and program director of WCBM. He came to the station in 1936 as News Editor, and goes on the air occasionally, for his interest still prevails to the point of personal coverage with his staff of important news stories.



MARY HIMMELMANN, secretary to the president of WCBM and assistant commercial manager, is a native Baltimorean. With WCBM since 1930, Miss Himmelmann previously was secretary to Mr. Elmer when he was the publisher of the Baltimore American and she was national advertising manager of that publication.



## ENGINEERING



Chief Engineer G. PORTER HOUSTON and brother, control-room technician, SAM HOUSTON, get together on a fine point of studio maintenance. During the war PORTER served notably with the War Dept.



RICHARD T. KELLAND (seated) and FRANCIS MATRANGOLA, WCBM technicians, at the control console in the studios. DICK is a native Baltimorean, is married, and recently out of four years in the Navy; FRANCIS, also a veteran, has five years to his credit, as radio and radar officer in the Air Corps.



## PRODUCTION

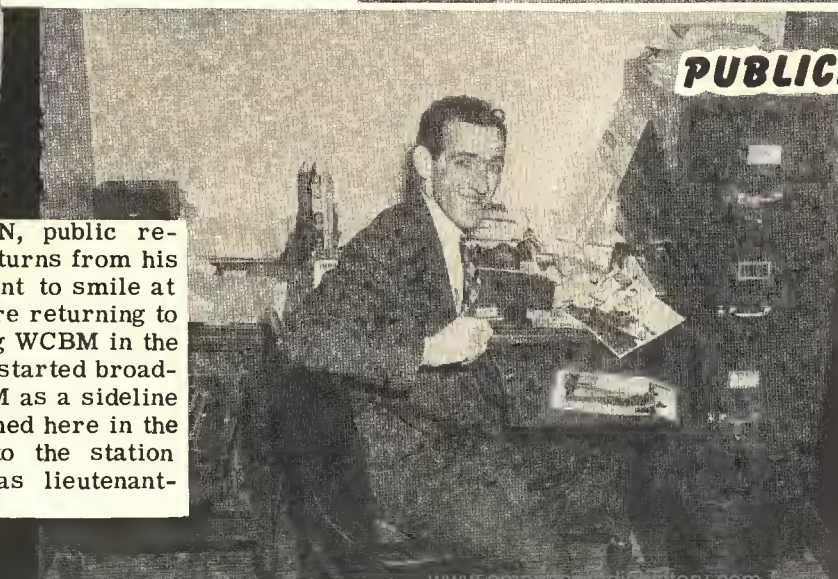
WILLIAM N. ROCK, production manager of WCBM, is an enthusiastic musician on the side with dance band and symphony orchestra experience. He's a native of Pittsburgh, married and has one child, was instructor in bomb disposal overseas during the war.



JOAN HEALY is secretary to the program director, and a six-year piano student at Peabody. JOAN, who says she is just out of her 'first childhood' is looking forward eagerly to what happens before her 'second' one starts!

## PROGRAMMING

MARIE RUPPERT, traffic manager at WCBM, is another veteran at the station, having started in 1930. Her hobby is interior decorating.



## PUBLICITY

LOUIS E. CORBIN, public relations director, turns from his desk for a moment to smile at the camera before returning to his job of keeping WCBM in the public eye. LOU started broadcasting at WCBM as a sideline when first stationed here in the Army, returned to the station upon discharge as lieutenant-colonel.



## TRAFFIC





**JOHN HEALY**, WCBM salesman, is a native of New Hampshire, was a Navy fighter pilot for four years and hobbies in skiing. He has been with WCBM for six months.



**HARRY HARRIS** of WCBM's commercial department, prepares a transcription for audition as a step in offering a program for sponsoring.

## SALES

**MARY HIMMELMANN**, in her capacity as assistant commercial manager, plays a large part in the station's sales activities.



**MARY KELLEY** (seated) has been WCBM's genial receptionist for four years. Her hobbies are music and books. "Kel" has two fine alternate receptionists in **RUTH GRAVES** and **HELEN BROWNE** who take the evening and week-end shifts.



## RECEPTION

**HELEN WHERLEY**, professional pianist, organist and choir director, has been in radio since 1923, at WCBM since 1928. **HELEN's** an inveterate reader of autobiographies. She's the lady who lets us know what we've been doing, program-wise.



## PROGRAM ANALYST

## ACCOUNTING



**MRS. RUTH ESER**, assistant, and **WILLIAM LURSSSEN**, chief accountant, are particularly popular at WCBM on "pay-day." **RUTH** is a native Baltimorean and loves to work with her flowers . . . **BILL** is a law graduate of the University of Maryland, hobbies in baseball.





# WCBM - SERVING THE

The University of Maryland School of Dentistry, first in the world.

Cable Shop of the Western Electric Co.

View of industrial Baltimore and its port, second largest in the East.





# **CITY AND THE NATION!**

In a Baltimore factory shop.

The Sparrows Point steel mills.

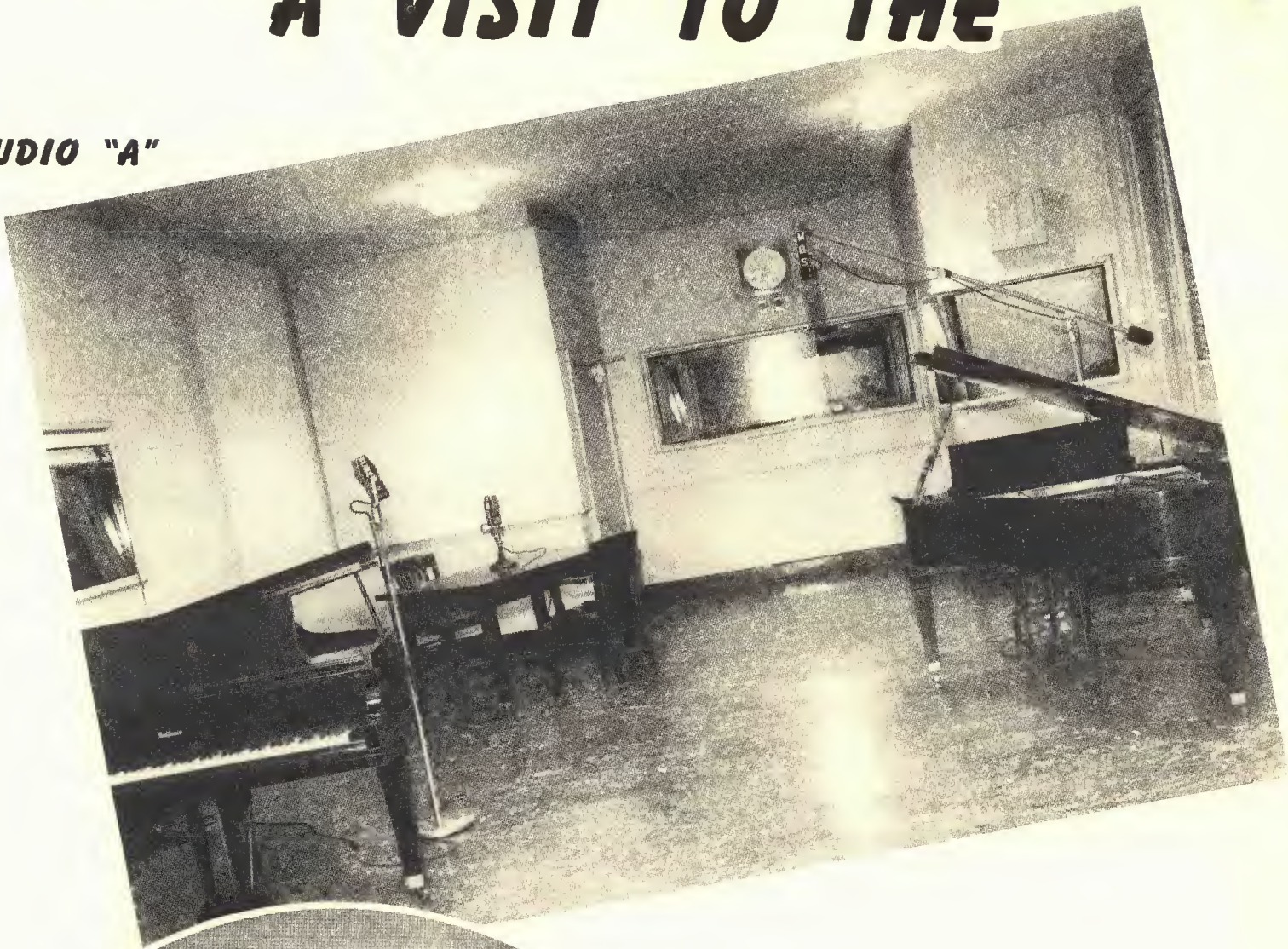
The original building at Johns Hopkins Hospital.





# A VISIT TO THE

**STUDIO "A"**



**STUDIO "C"**





# WCBM AIR STAGES!

**STUDIO "B"**



**AUDITORIUM**



**STUDIO "D"**



# ---AND A PEEK BEHIND



A portion of WCBM's mammoth library of recorded entertainment. Music manager TOM SEVERIN discusses make-up of a platter show with MILDRED KEISER, who also does critiques on local stage attractions. MARY LOU WISE consults the station's file of 15,000 titles. Both MILDRED and MARY LOU majored in music at Goucher College.



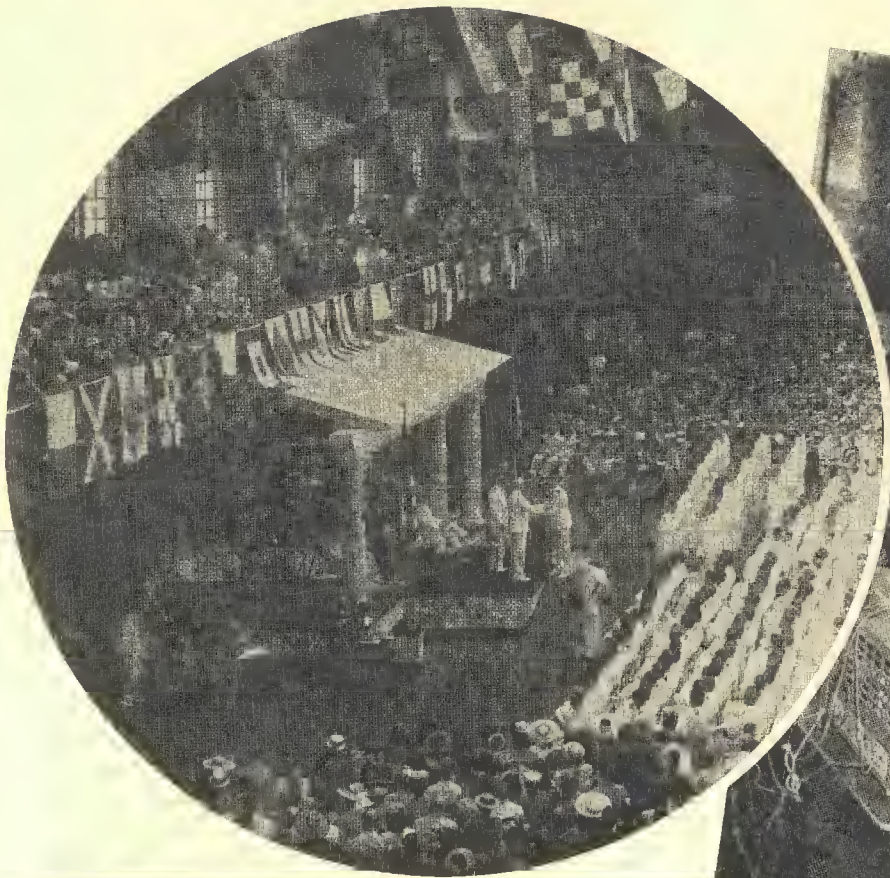
ELEANOR PECHULIS, a producer, and WILLIAM ROCK, production manager, select sound effects for a new script. WCBM's collection of paraphernalia for simulation of unusual sounds grows daily as production needs vary. Note metronome, fire-bell, Chinese gong, pulley and other gadgets to make your favorite program sound more true-to-life.

In WCBM's master control room, assistant chief engineer AUGUST ECKELS (left standing) and LAWRENCE TAYLOR check the board as FRANK SNYDER monitors a studio program. MR. ECKELS started as a "ham" radio operator 24 years ago. LARRY came to WCBM from the Glenn L. Martin Co; FRANK has been with WCBM since 1930. All have first class operators' licenses.

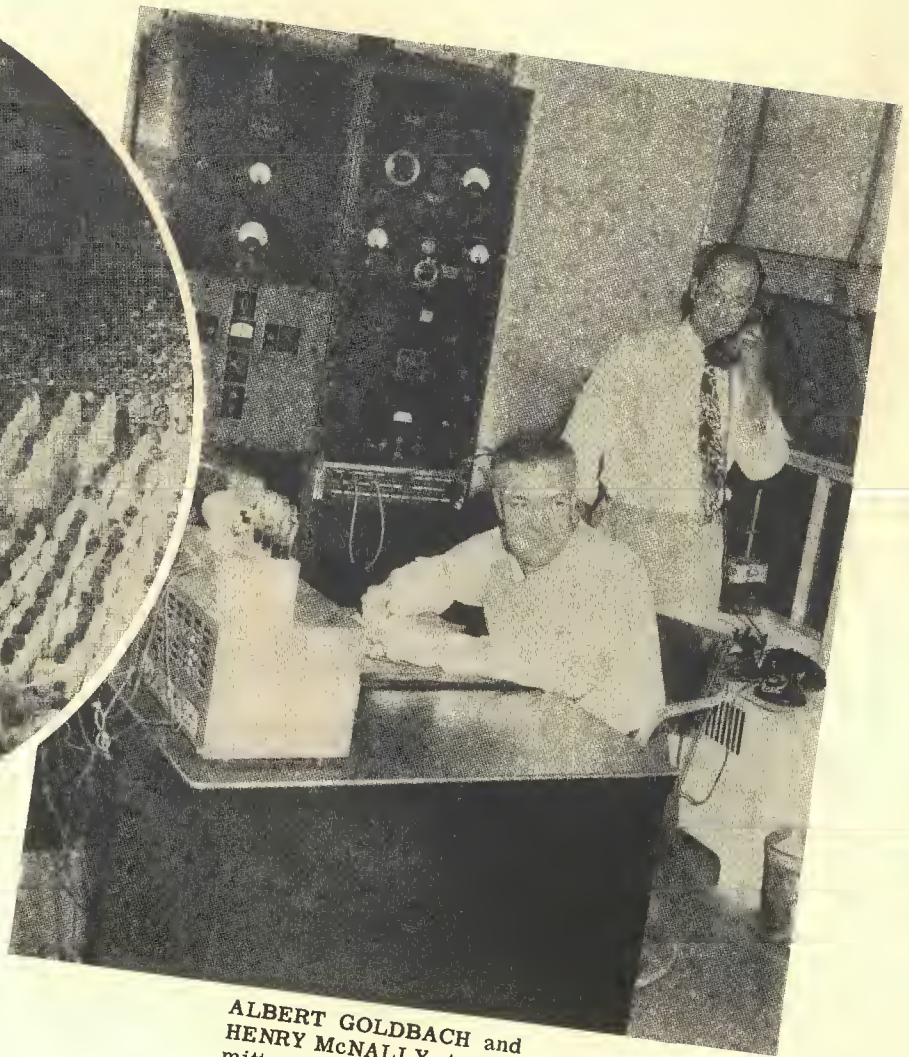




# THE SCENES OF RADIO!



WCBM engineers and announcers (seated lower left) cover the U. S. Naval Academy graduation ceremonies at Annapolis in a June Week broadcast.



ALBERT GOLDBACH and HENRY McNALLY, transmitter technicians, supervise the airing of a broadcast. Both hold first class operators' licenses.

CHARLES ROEDER (right) program director, confers with TOM SEVERIN, music manager and MILDRED KEISER, program assistant, to determine the basis for a new program idea.





MIKE:

Baltimore,

coal strike.

a gradual return to a peacetime

now individual

# WCBM--DOMINANT IN

A MOONLESS NIGHT."

IT WAS THE BEST DESCRIPTION



Wherever news is popping in Baltimore, there you'll find a reporter from WCBM . . . and whenever news breaks, you'll hear it first over WCBM! Rarely does a radio station employ the extensive staff (12 correspondents)

MIGHT TREM

MIGHT TRY FOR A DISTANCE RECORD

THE LAST REPORT CAME AT 6:36

PROACHING TURIN ENROUTE TO FO

DURING THE DAY WAS BREATH TAKING

ICELAND, 12:16 P.M

LONDON, 4:45 P.M.

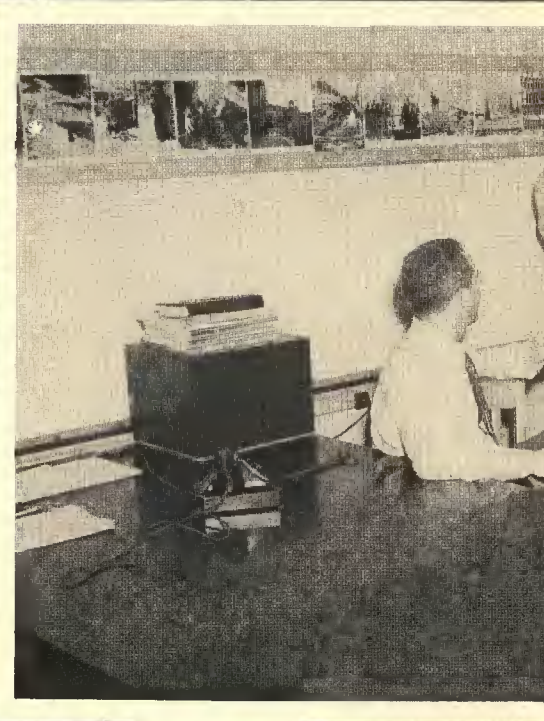
BILL:

**JERRY MARES**, WCBM news editor, just before going on the air with a local news scoop! It is JERRY's responsibility to sort and evaluate the wealth of news pouring daily into WCBM's offices, and to bring a clear picture of local events to the microphone.

MIKE:

Well, there

"News Beat - Baltimore, America," is a noon-time feature of WCBM's local news coverage, wherein the events of the day as they apply to Baltimore are discussed by **HELEN HALL** and news-staffers as her guests.



"Morning News Journal" starts the day off right with an accurate summary of local news, presented by **HOMER TODD**. HOMER, one-time research chemist and metallurgist, also spent three years as professional stock actor, came to WCBM eleven years ago.



ASTRONOMERS --- DOCTOR EDWIN HUBBLE --- AWARDED THE COVETED MEDAL FOR MERIT IN AT ABERDEEN PROVING GROUNDS THIS MORNING.

DOCTOR HUBBELL --- WHO IS NOW WITH THE MOUNT WILSON OBSERVATORY



# BALTIMORE NEWS!

MOOD UP THEN ON CUE FADE AND HOLD UNDER FOR

MIKE: On Tuesday, October 1945 this IT HAPPENED-HERE

F THE SUPERFORTRESS "PACUSAN DREAMBOAT,"  
 THE FOOT OF ITALY ON ITS BESSONAL SUPE  
 pondents) for local news to be found  
 at WCBM . . and rarely is the cover-  
 age of the local news picture as com-  
 plete and comprehensive as the clear,  
 incisive reporting of the local scene  
 offered to WCBM listeners!



"The Woman's Page of the Air"  
 brings the feminine slant to the news,  
 presented by WCBM's charming dir-  
 ector of women's activities, HELEN  
 HALL.

AS WILL BY GOING BEYOND CAIRO.  
 P.M. EST. THE DREAMBOAT THEN WAS AP-  
 A. ITS SCHEDULE (ALL TIMES E.S.T.)

in this m  
 ag  
 B  
 have stirred th  
 once again chu  
 and in the wes  
 Maritime strik

Labor and o  
 another opinion from a Housin  
 ment went this way.

CARROLL DELANEY, colum-  
 nist of the Baltimore News-  
 Post, grown famous in three de-  
 cades of reporting and com-  
 menting on the Baltimore scene,  
 brings an up-to-the-minute, en-  
 tirely personal touch to "Our  
 Town News," Monday through  
 Friday evenings.



and unin  
 to get v  
 looked at  
 up with an  
 way.



NDUP)  
 HONE  
 IN FAVOR OF PRESIDENT TRUMAN'S  
 HEIR REACTION --- SOME OF THEM  
 Y WERE THEN ON THEIR WAY TO THE

"It Happened Here" a novel, thought-  
 provoking dramatization of local  
 events, presented by a large WCBM  
 cast under the direction of BILL  
 ROCK (left), is an early evening  
 feature five times a week.

ILL BE UP TEN PER CENT AT LEAST."  
 WOULD APPROVE THE REMOVAL OF ALL



# NATIONAL AND GLOBAL EVENTS

PEOPLE LIKE YOU--BECAUSE, BELIEVE ME, I'VE MET SOME FINE SERVICE STATION PEOPLE AROUND OVER THE COUNTRY THIS YEAR.

WHEN ANYBODY OFFERS YOU A ROOM BEFORE!"

(NOTE: APPARENTLY, MRS. ERNESTINE SCOTT WHO RUM AT 256 WEST MAIN STREET, UVALDE, TEXAS, AND ME LIKewise AT 524-26TH AVENUE, SAN FRANCISCO. SERVICE STATION STORY.)

IT'S SO COLD FIELDERS FOR TH LINED WITH ROCK WOOL.

I DON'T BLAME YOU FOR "BOILING OVER READING WHAT YOU W

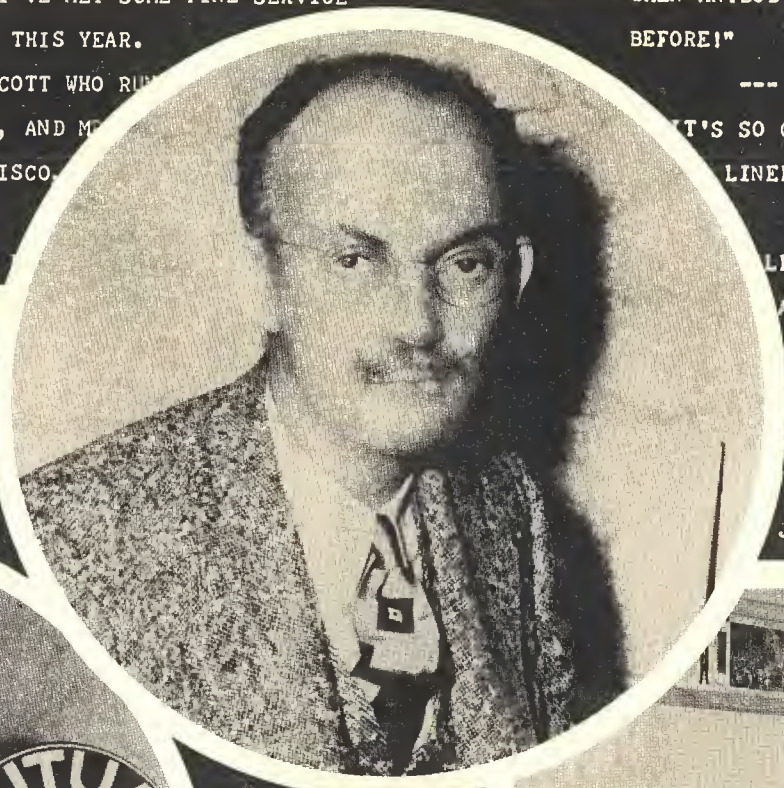
**CEDRIC FOSTER**

"WE REACH IN AN... CUSTOMER HE IS IN NEED OF OIL AND ARE JUST BOUGHT OIL ABOUT A THOUSAND MILE TRYING TO SELL OIL..."

LL BE THE ONLY SERIES AT THE SEVENTH INNIN

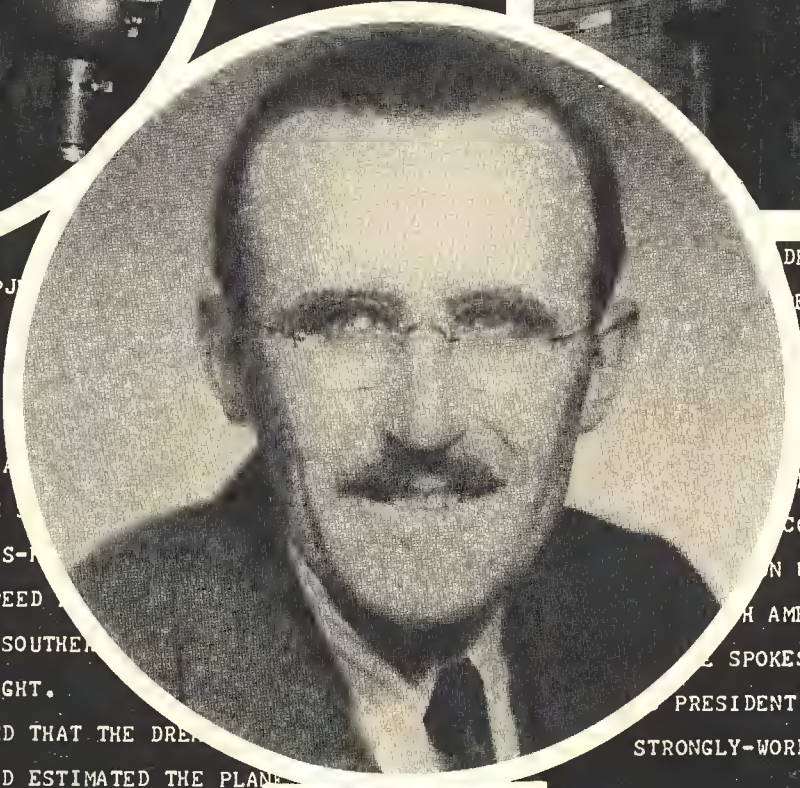
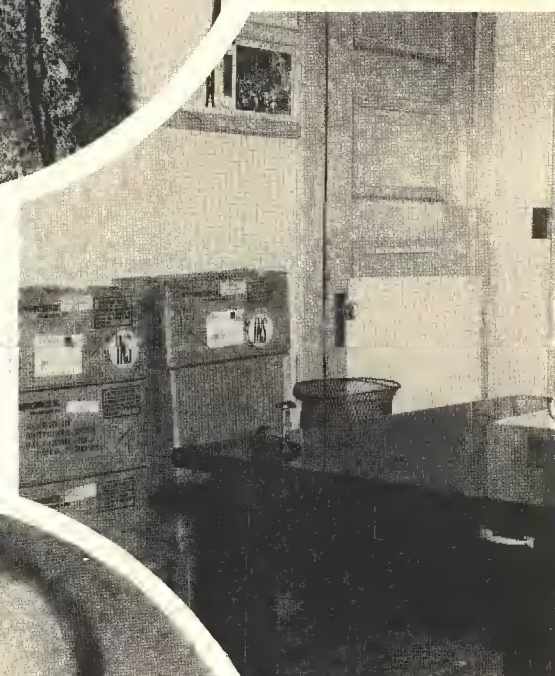
AT NUERENBERG TOO. MORE THROATS FROM CH

JUDGES DISSENTED ON



**BILL CUNNINGHAM** /46/1010PJ

ME SECRETARY OF E COMFORTABLE GHT IMPROVEMENT REPORT, WHICH



**ALBERT WARNER**

HN30-N BULLETIN THIRD LEAD

BY LEE VAN A

INTERNATIONAL NEWS SERVICE

WASHINGTON, OCT. 5--(INS)--THE TRANS-DREAMBOAT"--APPARENTLY BREAKING ALL SPEED RACED DOWN THE "BOOT" OF ITALY TOWARD SOUTHERN STRETCH OF ITS EPOCAL HAWAII-CAIRO FLIGHT.

ARMY AIR FORCE HEADQUARTERS REPORTED THAT THE DREAMBOAT NORTH OF ROME AT 8 P.M. EST TONIGHT AND ESTIMATED THE PLANE ARRIVE IN CAIRO ABOUT 1:50 A.M. EST SUNDAY.

AT 6:36 P.M. EST THE DREAMBOAT HAD BEEN REPORTED APPROACHING TURIN, ITALY.

(PICKUP THIRD PARA SECOND LEAD: PROGRESS OF THE DREAMBOAT ETC.)

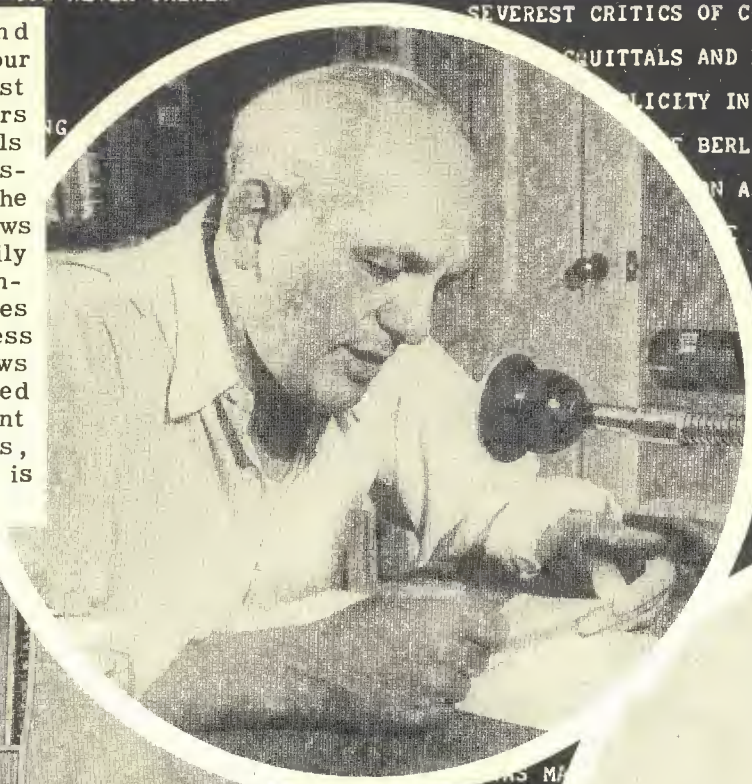
DE LAVISH PROMISES TO E NO SOONER MADE THAN A MANDATE IN WHICH ISTRUST AND HOSTILI IN OFFICE SPOKESMAN PRESIDENT TRUMAN ACT CEDE TO PRIME MINIST UNTIL ATLEE COULD CO R AMERICAN OFFICIALS. SPOKESMAN SAID HE DOUBTED PRESIDENT TRUMAN WOULD BE MADE STRONGLY-WORDED ONE.

MORE 3:40



# -- HEARD OVER WCBM MUTUAL

By microphone and teletype, twenty-four hours a day, the latest news from all corners of the globe channels into WCBM's newsroom and studios. The greatest names in news analysis are the daily fare of WCBM listeners, while the services of the United Press and International News Service are combed and edited to present the important news, to you... while it is still news!



GABRIEL HEATTER



GEORGE PUTNAM



FULTON LEWIS, Jr.



THESE DAYS YOU TALK IF YOU NEVER TALKED

SEVEREST CRITICS OF COURSE WERE THE RUSSIANS, WHOSE JUDGES DISSENTED FROM EXONERATION OF SOME NAZI MILITARY ORGANIZATIONS IN A CONSPIRACY TO WAGE WAR.

BERLIN FULMINATED AGAINST THE DECISIONS AND IT SOUGHT AS TO HOW AND WHERE THE ACQUITTED MEN MIGHT FIND IN THE QUIET AND SAFETY THEY NOW CLAIM ARE THE MOST AS FAR AWAY FROM THE RUSSIAN ZONES OF GERMAN OCCUPATION NEAR METZ IN THE FRENCH RECONSTRUCTION AREA ADMINISTERED BY THE ALLIES AS GERMANY AND NAZISM'S TRADITIONALLY OLDEST MILITARY POSITIONS IN THE BRITISH FIELD.

SIGNIFICANTLY, THE GENERALS APPEAR TO BE FRENCH.

THE ZIONISTS," HE SAID, "WAS DISCARDED.

THEY HAVE NO VITAL INTERESTS OF BOTH ARAB AND JEW.

SAID THE GOVERNMENT SHOULD SO "PRECIPITATELY" REJECT ATTLEE'S REQUEST TO CONFER WITH FOREIGN SECRETARIES.

THAT THE CONTENTS OF ATTLEE'S MESSAGE BE MADE PUBLIC--THUS SUGGESTING IT WAS A MISTAKE.

NS MA  
TARY POSIT  
ISH FIELD  
SIGNIF  
GENERAL  
APPARENT  
FRENCH

WILHELM... THE LIST... HAVE ASKED BY AN ARMY... LUEGER PIS- THEIR OWN LIVES. EVEN THE LATTER, HOWEVER, AN MILITARY TRADITION EMBODY A CONFESSION OF WILL ENTIRELY LACKING IN THE MENTAL CHARACTER OF THE GANG WHO SOUGHT TO PERPETUATE ADOLF HITLER FOR GAINS AND GLORY AND PERHAPS NOTHING LESS THAN THAT A DANGLING NOOSE WILL BRING THEM TO ANY CONFESSION OF SHAME.

SUCH AN EVENTUALITY IS DOUBTFUL IN THE EXTREME.



# WIDELY-HEARD PROGRAMS IN THE PUBLIC INTEREST



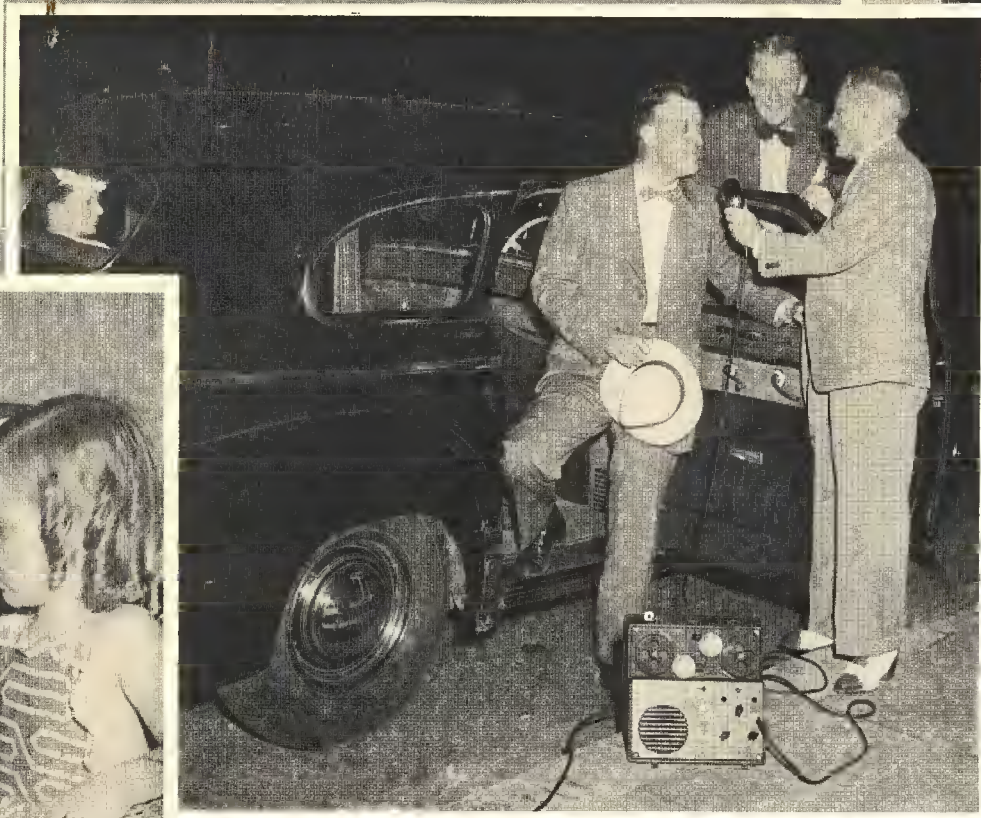
"Our Baltimore" . . . a program dedicated to the city, is an afternoon feature over WCBM. Written by MILDRED KEISER (above) and NEWELL WARNER, it features interviews with well-known Baltimore personalities. MILDRED is a professional singer and hobbies in sports and reading.



"Opportunity U. S. A." features two enterprising young Americans, out looking for more! BILL RAIDT and BILL BERNs, ex-G. I.'s and recent Baltimore visitors talking with veterans who are re-establishing themselves in civilian life.



MICHAEL MURRAY, WCBM special events director, interviews Baltimore Mayor McKELDIN and RAYMOND TOMPKINS in a special broadcast by wire-recorder, seen in foreground. MIKE, who covers any unusual events for WCBM listeners, saw extensive service as a Major in the infantry in all theaters of the war.



NEWELL A. WARNER, seen here with two members of the "children's club," director of children's activities for WCBM, has been active in social service and youth development since 1907, and has directed WCBM's Children's Theatre of the Air for the last ten years.



Not only does WCBM air Mutual's "Meet the Press" program, but often originates its own press conferences with important Baltimoreans. Here MURRAY, ROEDER, MARES and DULANEY interview HOWARD W. JACKSON on political issues.



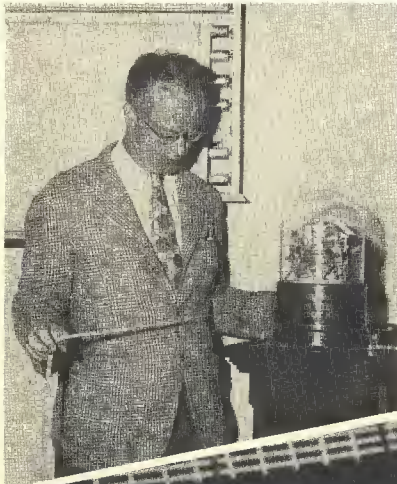
THEODORE GRANIK, moderator of the "American Forum of the Air," heard over WCBM-Mutual on Tuesday Evenings.





WCBM's annual Scholastic Sports Trophies awarded in the four major sports are heartily endorsed by TOM HARMON, all-American football great, as EDDIE FENTON, WCBM's sports director, watches. EDDIE, whose regular sports program is a late afternoon feature, was formerly a newspaper sports reporter.

# WCBM COVERS SPORTS---

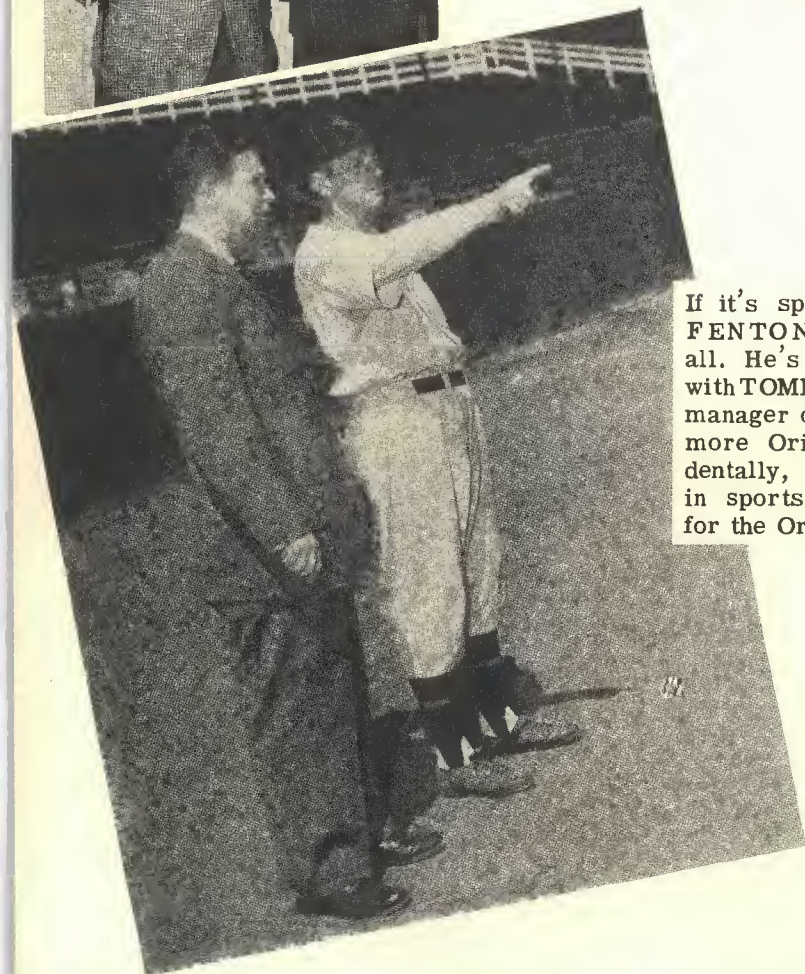


**ROGER GRISWOLD**, assistant in the sports department, checks the ticker tape for late baseball scores in WCBM's news-room.

Coach and captain of the Poly Football team are awarded the WCBM Maryland Championship Football Trophy, 1945 leg. It's one of the four annual trophies given by the station to promote participation in high school sports.



If it's sports, **EDDIE FENTON** knows 'em all. He's shown here with **TOMMY THOMAS**, manager of the Baltimore Orioles - incidentally, Eddie's start in sports was mascot for the Orioles.



**JACK DEMPSEY**, former world's heavyweight champion and all-time sports favorite of the nation, is frequently heard over WCBM in intimate discussion of events in the world of sports.







Lovely MARION CLAIRE, singing star of "Chicago Theatre of the Air," a WCBM-Mutual musical Saturday night presentation, with HENRY WEBER's orchestra.



"THE SOUTH SEA ISLANDERS" heard in a program of melodies both sweet and hot every Sunday afternoon over WCBM.



WCBM's program schedule includes every taste in talent. Here's a Western troubadour from the "Checkerboard Matinee" . . . as fine in his field as the stars on Mutual's "Let's Go to the Opera." They're all yours BY POPULAR DEMAND.



MORTON DOWNEY, perennial favorite among fans of sentimental ballads, is heard on the "Coke Club."

# AND BRINGS YOU SWEET MUSIC

THE WCBM ENSEMBLE, under the direction of JACK ROHR (at piano) supplies orchestral music as a popular station feature. JACK, WCBM's musical director, is a native of Baltimore, is married and has three children. He is a music college graduate.





# OFFERED TO THE YOUNGER



The adventures of "SUPER-MAN" wherever crime is to be abolished and marvelous feats wait to be done, thrill Baltimorean youth five days a week over WCBM-Mutual.

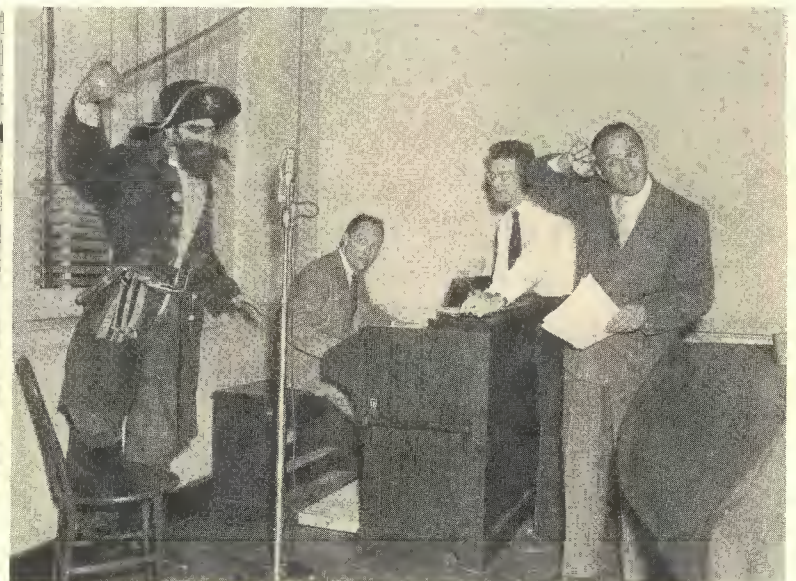


Every afternoon you'll find a group of teen-agers in the studios, eager to be heard on their own show, "Enter-teen-ing." They've made it their top "bulletin board" for events of importance to the scholastic set.

"Children's Theatre of the Air" is a Saturday morning feature held in the large WCBM auditorium with a stellar cast of Baltimore's most talented youngsters. NEWELL WARNER, WCBM director of Children's activities, is master of ceremonies; ELAINE LEE is talent scout and director of the orchestra.



CURLEY BRADLEY, star of the mike and the saddle, who portrays "Tom Mix" in the popular afternoon serial.



Locally produced in the studios of WCBM, "Deep Sea Dan" has become one of the most fascinating stories to thrill the younger set. As you can see "Black Mike" takes it all as seriously as his ardent listener

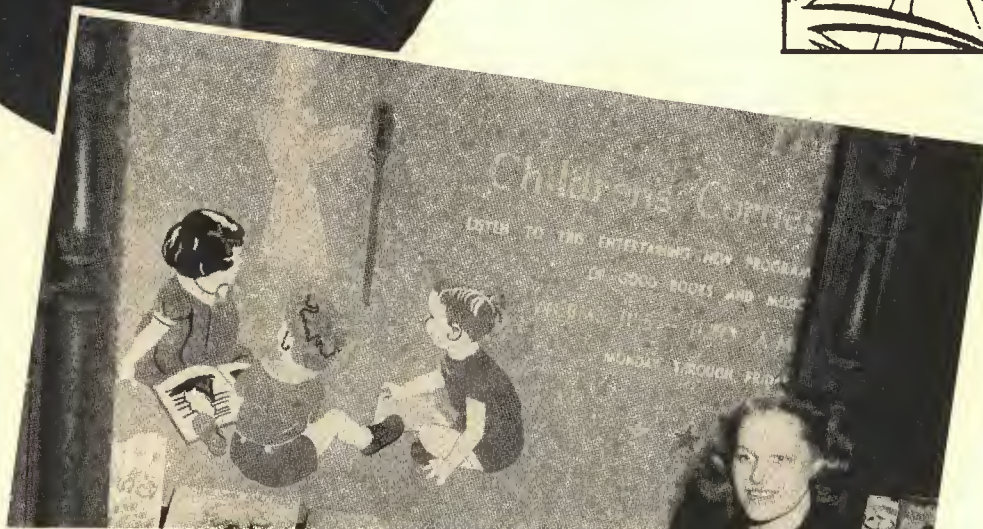


# LISTENER -- OVER WCBM

JOHNNY COONS, portrayor of "Captain Midnight", in the thrilling late afternoon serial for boys and girls, enacts a dramatic moment in the life of that famous character.



Intrepid adventurer into the 25th Century, BUCK ROGERS airs his exploits during WCBM's late afternoon. His fans point to adult scientific developments with an "I-heard-Dr.-Huer-tell-about-it" attitude. BUCK's their boy.



ELEANOR, Lady of "The Children's Corner," a noon-time treasure-house of stories and songs for the young-young listeners. ELEANOR, assistant in production and programming, is an accomplished vocalist and musician, but hobbies in chemistry, sports and the drama.



Saturday mornings are brighter with the songs of JOHNNY DESMOND, star of Mutual's new "Judy 'n Jill 'n Johnny" show. It's music for youth.



Here are those "Juvenile Jury" moppets with JACK BARRY, emcee, taking time out for sodas between their rambunctious panel discussion on kids' problems. A Saturday Mutual feature.



# WCBM FAVORITES IN



"The Adventures of Bulldog Drummond" take radio fans on exciting steps through mystery and danger, on WCBM-Mutual Monday evenings.



MARJORY FENTON relaxes between rehearsals of "True Detective Mysteries," heard Sundays over WCBM-Mutual.



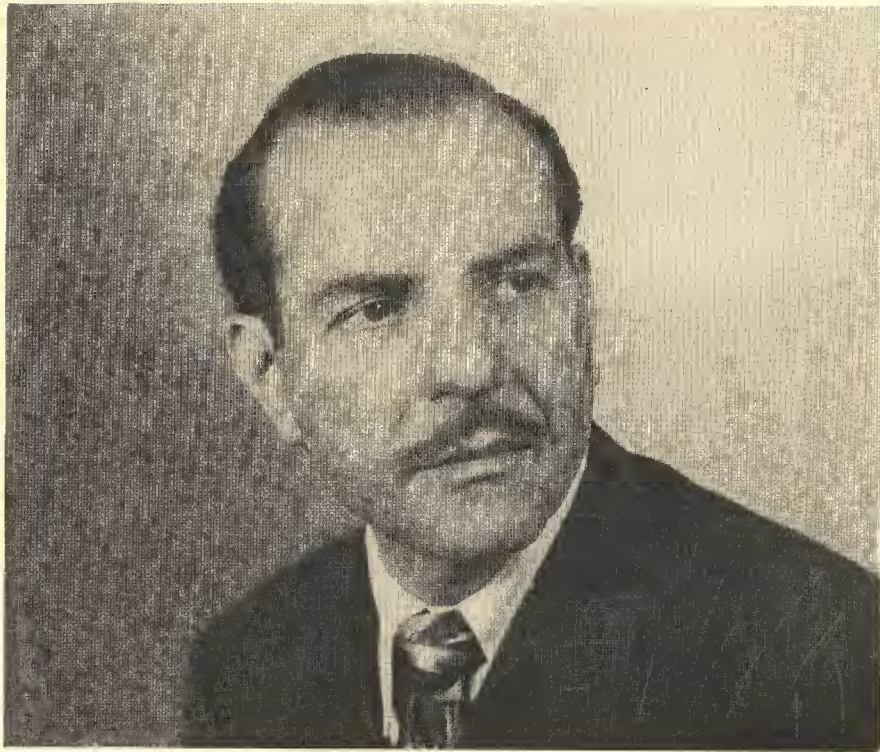
NICK CARTER, MASTER DETECTIVE, seems to be "master" of the situation at this point. He and PATSY look over the latest cartoon book, based on their MBS program.



ROGER ELLIOTT, star of Mutual's "House of Mystery," debunks the witch doctor for his young friends. On this Sunday special, it is proved that supernatural events have logical explanations.



# THE 'WHO DUNIT' FIELD!



**RICHARD KEITH** plays Frank Brock in "Special Investigator," a dramatized expose of present-day forms of confidence games, a Sunday night Mutual feature.



**JAMES MEIGHAN** who portrays "The Falcon," of the Tuesday night WCBM-Mutual program.



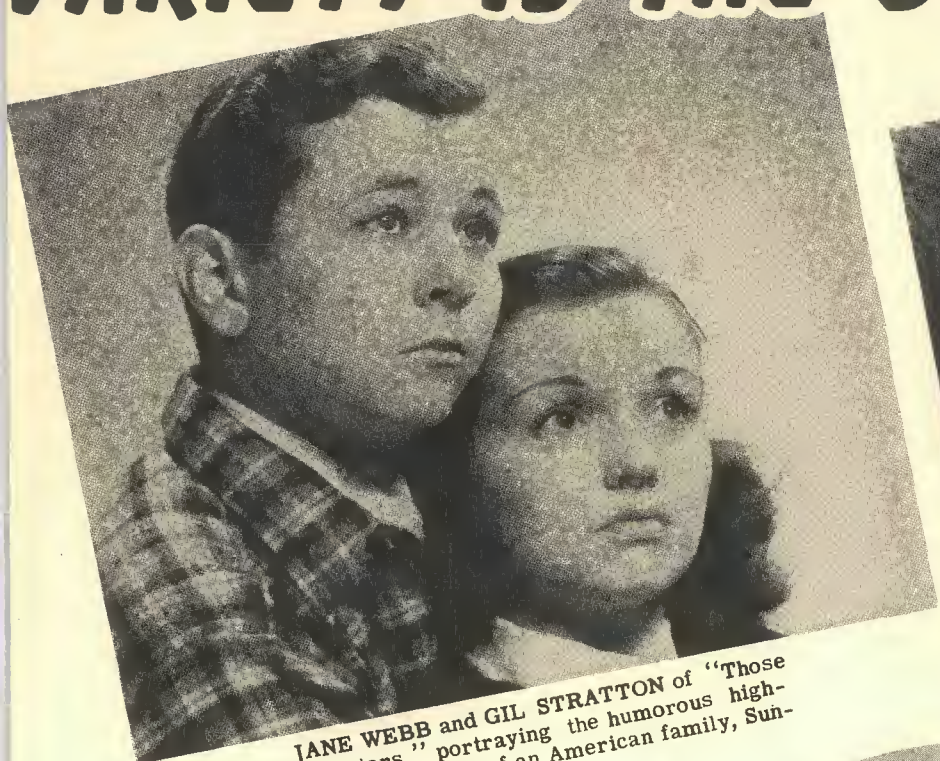
"Real Stories from Real Life" often bring the WCBM audience very, very close to true-to-life drama. Here's **ALICE SCANLON** who portrays dramatic roles most convincingly.



Is the Shadow thwarting a crime or aiding a criminal? What mystery does he hide behind the long dark cloak? **BRETT MORRISON** is starred on Mutual's stirring adventure series, "The Shadow."



# VARIETY IS THE BY-WORD OF W



JANE WEBB and GIL STRATTON of "Those Websters," portraying the humorous highlights in the life of an American family, Sunday evenings.



PAT RYAN has been heard on Mutual programs such as "Real Stories." Most of these now-famous girls started at active local stations.

Every morning, BETTY HOWARD brings her interesting words to Baltimore from the WCBM studios. Her chat and music are a long-time favorite.



LUCY MONROE, the "Star Spangled Soprano," originating through WCBM facilities at Fort McHenry, Baltimore birthplace of the national anthem.



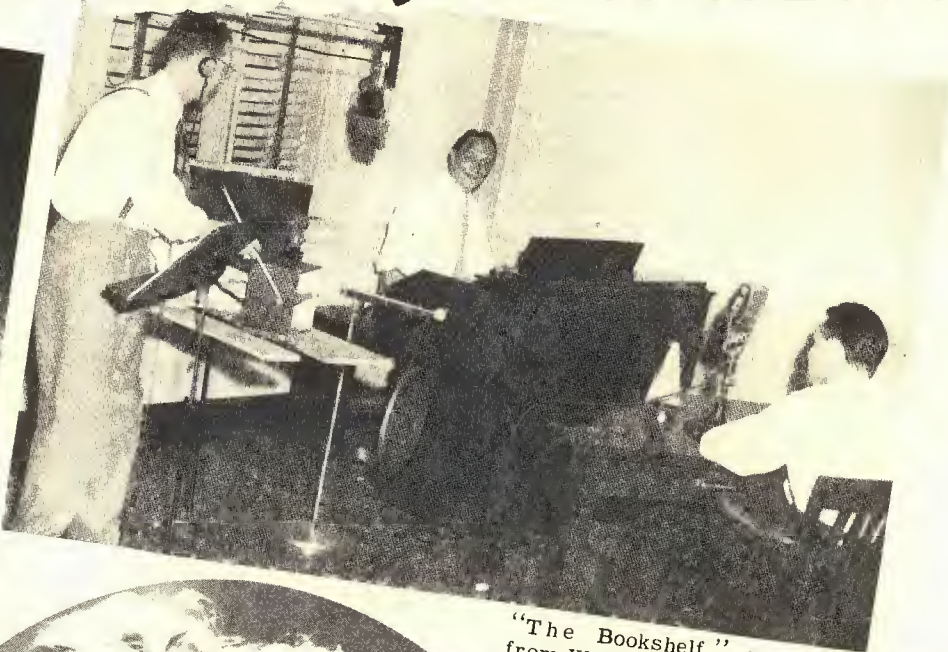
GUY LOMBARDO, famous orchestra leader of the "MBS Spotlight Bands" program, races his speedboat in Maryland waters.



# WCBM MUTUAL ENTERTAINMENT!



JEAN GILLESPIE, one of Mutual's talented dramatic feminine voices, is another young lady who should be seen as well as heard.



"The Bookshelf," a unique presentation from WCBM's studios, features readings to accompaniment of sound effects and background organ music.



Actress MARY DALLAS is featured in "Exploring the Unknown," the weekly series of factual dramas based on developments in science, a Sunday night WCBM-Mutual presentation.



Here's MARY MASON, a radio star since the age of 5. It takes years of training to reach featured parts on such good shows as "Love Story Theater."



JUNE FORAY, the feminine third of the trio including WENDELL NOBLE and STEVE ALLEN, heard in that daily round of musical madness on "Smile Time," a five-times-weekly feature.



# ? QUESTIONS ? AND ? ANSWERS ?



FRED VanDEVENTER, his musician wife, FLORENCE and their 14-year-old son, BOBBY are the quick-witted trio on "Twenty Questions," new quiz show in Saturday nights.

Emcee TODD RUSSELL keeps things clicking merrily on Mutual's veteran quiz show, "Double or Nothing," Sunday nights.



WCBM's "Telephone Poll"--a poll of public opinion--makes nightly calls to Baltimore homes, asks a question of news interest, and immediately relays the answer to the radio audience.







The lovely star of "QUICK AS A FLASH," novel mystery-quiz which is a lively Mutual presentation.

HOMER TODD, WCBM's emcee on "Dialing for Dollars," a treasure chest of fun and profit.



JACK BAILEY explains the choice of queens to a royal visitor on "Queen for a Day," Monday through Fridays on WCBM.

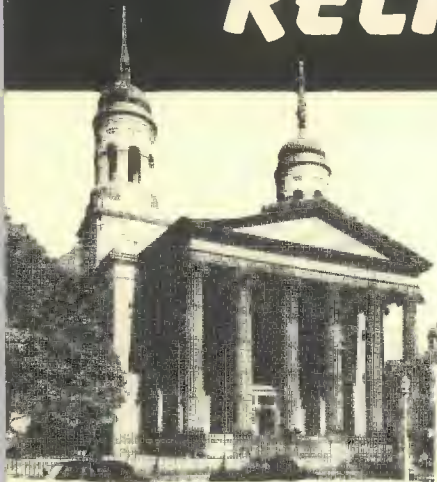


PAULA STONE, lovely, mistress-of-ceremonies on "Leave It to the Girls," wherein the weaker sex gets a chance to prove its strength . . . Saturday nights on WCBM-Mutual.





# RELIGION ON THE AIR



The Basilica of the Assumption of the Blessed Virgin Mary, the cathedral where unforgettable Good Friday, Easter and Christmas masses for the archdiocese of Baltimore and Washington, are celebrated and heard over WCBM microphones.



"The Lord's Prayer" presents famous vocalists and choral groups singing the undying words to the melody by Malotte.

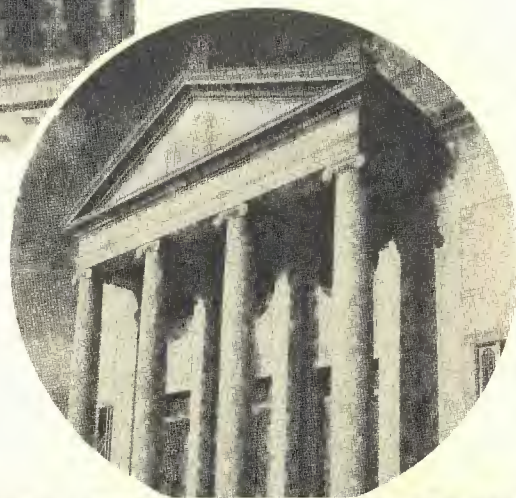


Christ Episcopal Church, one of America's most beautiful churches, from where services are broadcast each Sunday morning to WCBM listeners.



The Christ Lutheran Church, "The Church You Can't Forget", is the origin of another Sunday-morning devotional period carried over the WCBM air-waves.

The Jewish faith is well represented in the station's program schedule.

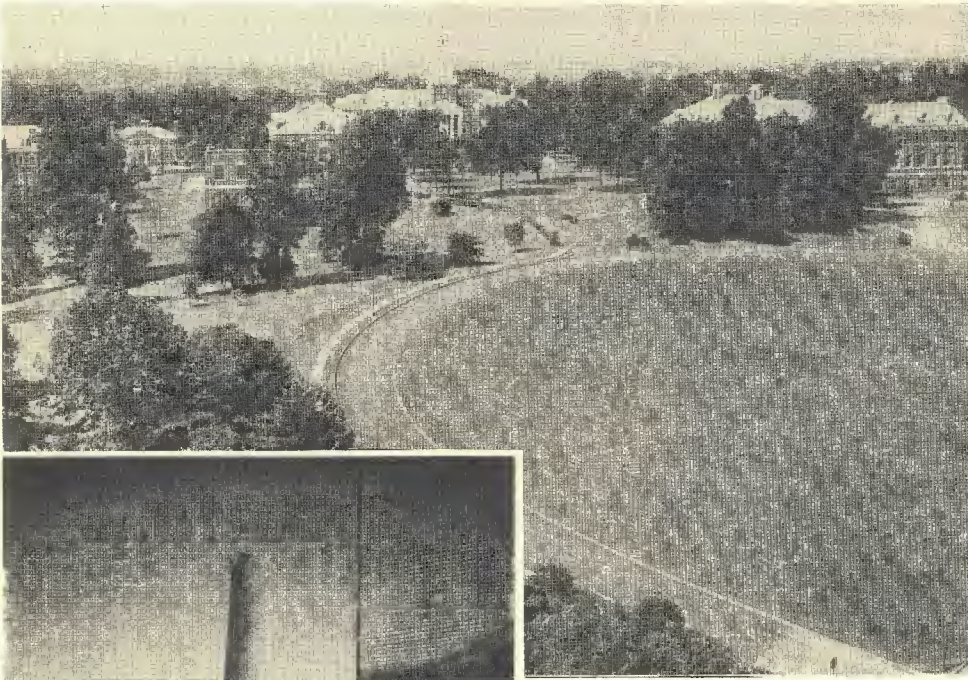


"The Autobiography of an Ancient Piece of Silver," a thrilling dramatic presentation produced on Good Friday at WCBM, for Mutual and CBC, told the unforgettable story of an old coin which eventually, with twenty-nine others, was paid to a man named Judas Iscariot.



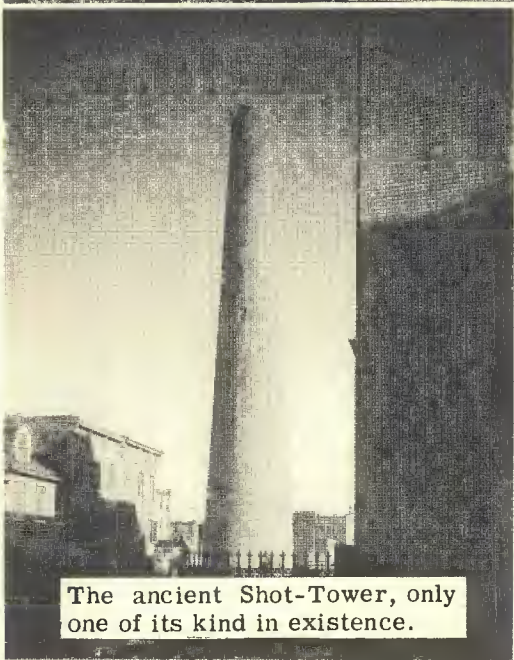


# BALTIMORE--CITY OF



Here, with WCBM's hospitable building serving as a center, are shown familiar scenes of Baltimore . . . scenes indicative of its romantic and energetic past, and of its modern, progressive present-day

Part of Johns Hopkins University campus.

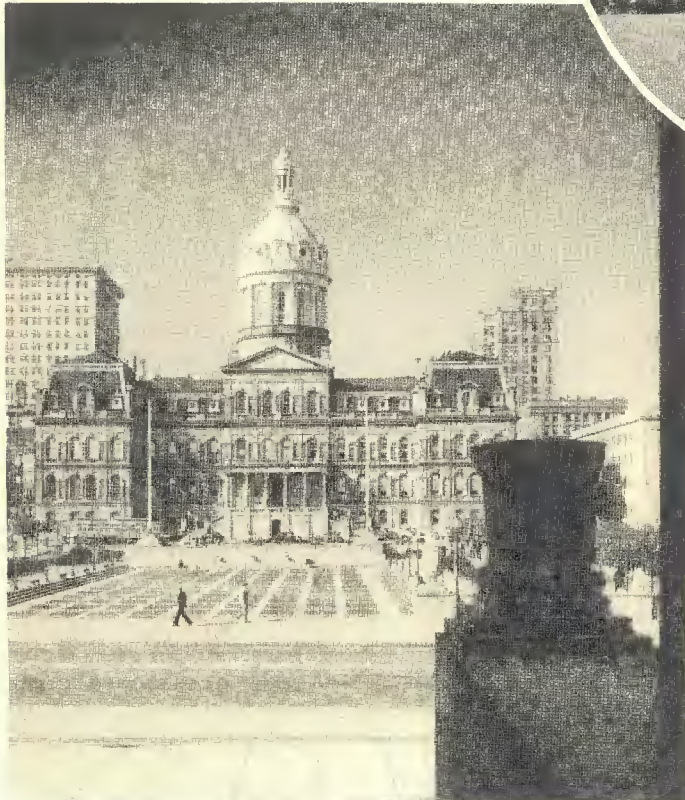
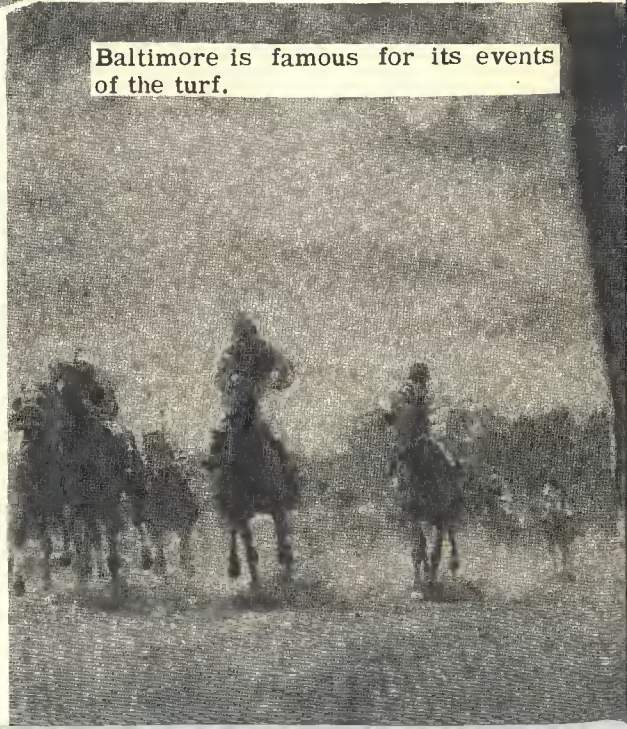


The ancient Shot-Tower, only one of its kind in existence.



Homewood House, residence of Charles Carroll of Carrollton.

Baltimore is famous for its events of the turf.



Baltimore's City Hall.

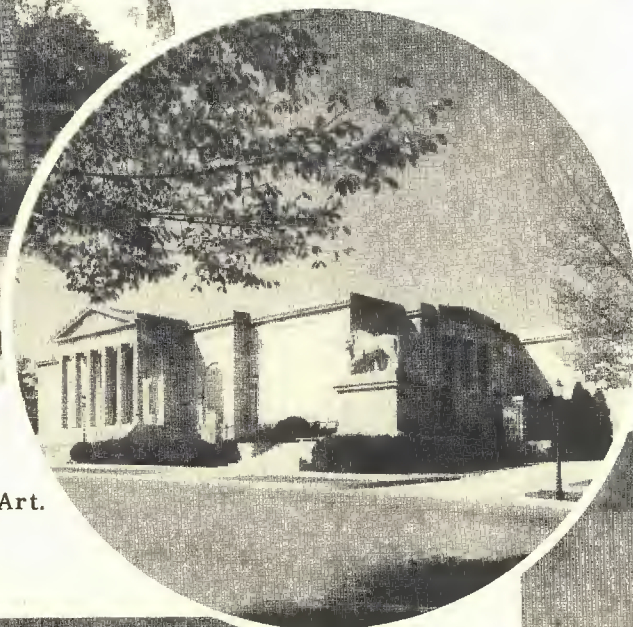
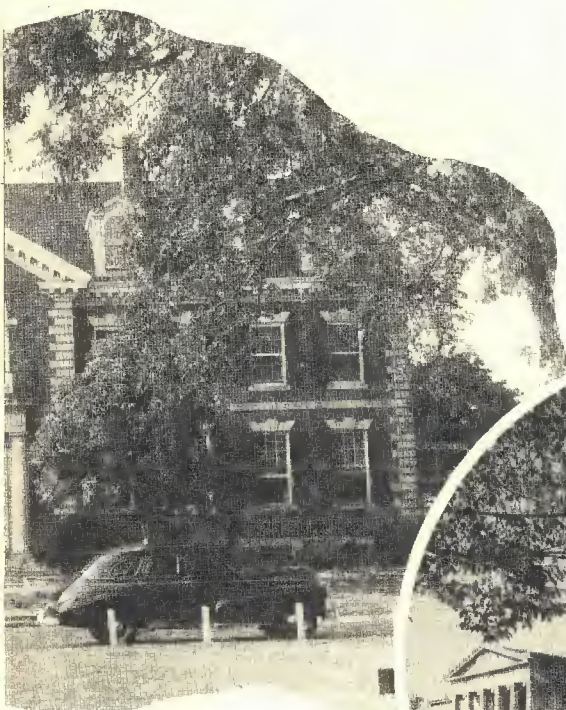
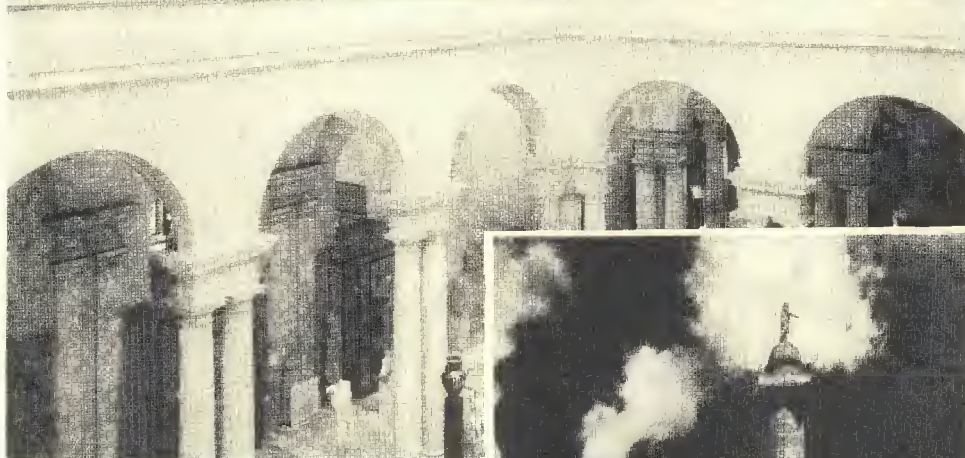


# TRADITION AND PROGRESS!

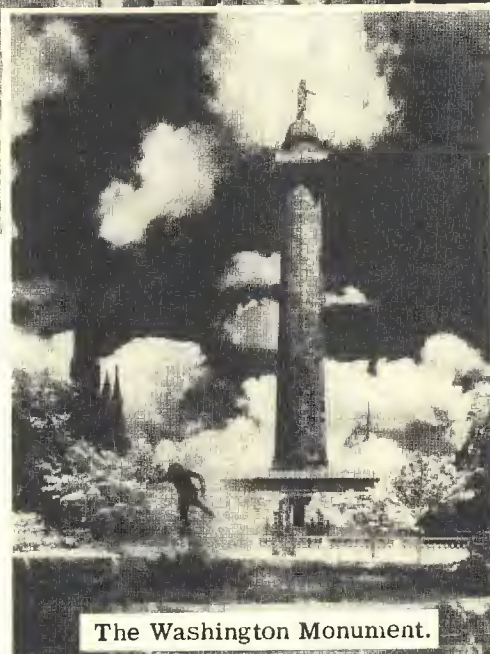
appearance. In the bright future unfolding for this metropolis, WCBM will continue to serve as a center, binding all tastes and interests under the magic spell of RADIO!



Part of the Walters Art Gallery.

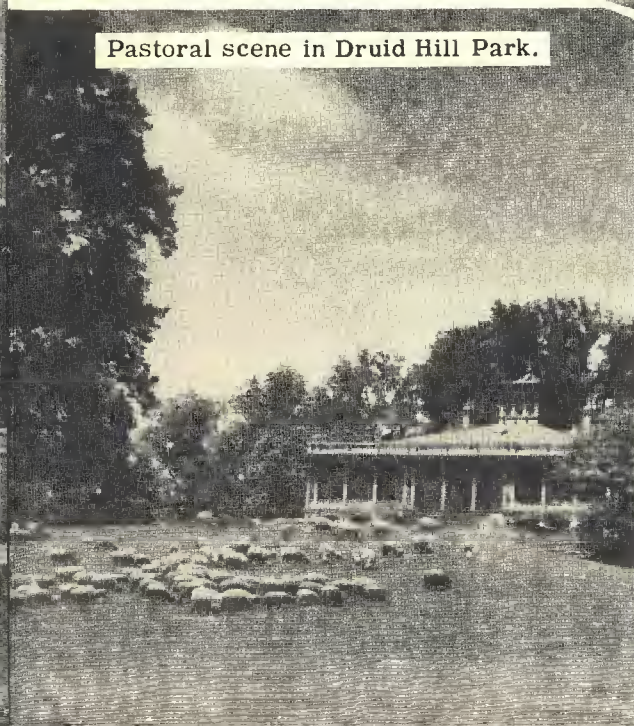


Baltimore Museum of Art.



The Washington Monument.


Pastoral scene in Druid Hill Park.



The contrast of old and new in a Baltimore street.



# Status of FM



Never in history has the audience of American music-lovers been so great . . . the vast amount of music which goes out over the airways every day thrills an increasingly large number of listeners . . . and creates a demand for a special kind of radio broadcasting which will transmit every tone, every nuance of the music as it sounds in the studio. Frequency Modulation (FM) will answer this demand! Many FM radio-stations are already on the air, and other hundreds have made application for licenses. Nearly a million FM receivers are already in use! Many schools throughout the country are using FM reception to introduce their students to the sounds of great music, transmitted as they are produced, pure and clear. The ultra-high frequency radio waves used in FM will reproduce exactly the full rich tones of a symphony orchestra . . . the high fluid notes of the flute . . . the singing violins . . . the deep sonority of the pipe organ . . . the rippling cadenza of the piano. Program fading, interference between stations and static will be things of the past with FM.



# R A D A R

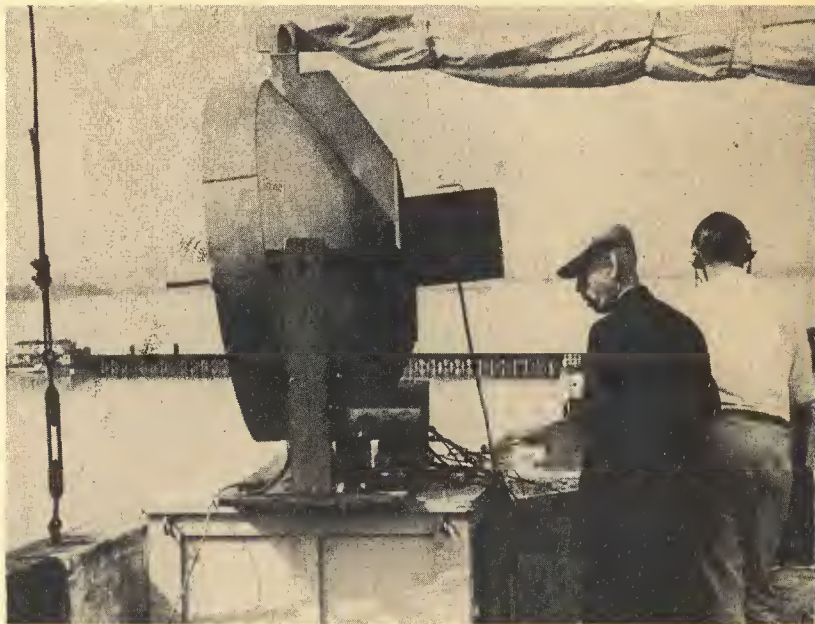
THE SILENT WEAPON OF WORLD WAR II . . . TO BE ADAPTED FOR PEACETIME USE . . .

An electronic 'eye' apparently developed independently by U. S., British, French and German scientists in the 1930's, radar owes much of its rapid growth to the advent of war. First used in detection of surface objects in the near-distance under conditions of poor visibility, radar's range and versatility were quickly extended to provide long-range detection of airborne as well as surface objects, accuracy in fire-control, safety in navigation and identification of distant or unrecognizable planes and ships. To radar goes much of the credit for England's doughty defense in the dark days of the 'blitz'; and much of the credit for 'lighting the road' to Berlin and Tokyo.

.. Scientists have made great strides in converting the principles of radar to peacetime uses—with the extent limited only by the field of imagination.



Five-man Army radar crew in Italy track approach of enemy planes.



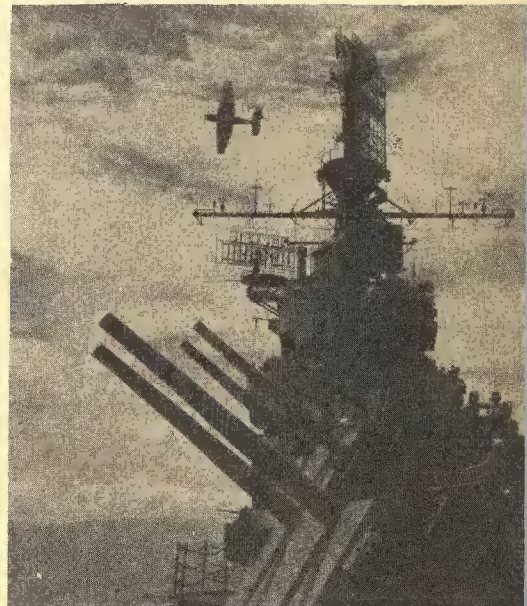
Prelude to the first test of radar, experimental work on the roof of the Naval Research Laboratory in Anacostia, D. C.



The antenna of the first complete radar, installed 'topside' a building at Naval Research Laboratory in Anacostia, D. C. It is mounted so that it can be turned to allow for around-the-compass search.



Information provided by radar's electronic eye is marked down on vertical chart, in radar plot room aboard aircraft carrier. Behind the transparent chart, other men chart other aspects of incoming information.



Symbolizing close tie-line of communications between aircraft carrier and plane supplied by radar, photo shows Navy Avenger speeding past Essex-class flattop with latter's radar antennae outlined against the sky.



